

*"Cindy is the best source when it comes to knowing how to get your house to sell!" -Rebecca F., Quatrefoil Content*

THE REAL  
ESTATE  
AGENT'S

GUIDE

TO OPEN  
HOUSES

Everything that other agents don't  
tell you

*By Cindy Bishop  
Cindy Bishop Worldwide*

# The Real Estate Agent's Guide to the Perfect Open House

by Cindy Bishop  
Cindy Bishop Worldwide



A Real Estate Agent's Guide to the Perfect Open House  
by Cindy Bishop Worldwide

[www.CindyBishopWorldwide.com](http://www.CindyBishopWorldwide.com)

© 2017 Cindy Bishop Worldwide

All rights reserved. No portion of this book may be reproduced in any form without permission from the publisher, except as permitted by U.S. copyright law. For permissions contact:

[info@bishopteam.org](mailto:info@bishopteam.org)

This eBook is licensed for your personal enjoyment only. It may not be re-sold or given away to other people. If you would like to share this book with another person, please purchase an additional copy for each recipient. If you're reading this book and did not purchase it, or it was not purchased for your use only, then please return to your favorite eBook retailer and purchase your own copy. Thank you for respecting the hard work of this author.



# Table of Contents

Chapter 1: So You Want to Hold an Open House Event .....	7
Chapter 2: Planning: Making Sure Everything is On the Right Timeline .....	10
Chapter 3: Teamwork: Working with your Home Owner and Listing Agent.....	15
Chapter 4: Marketing: How to Get People to Come to Your Open House.....	21
Chapter 5: Logistics: Making Sure You're Set Up Appropriately .....	27
Chapter 6: Open House: The Big Event .....	35
Chapter 7: Broker's Open.....	39
Chapter 8: After the Fact: Following Up .....	43
Chapter 9: FAQ.....	47
Chapter 10: Meet the Author .....	51
Bonus Content: Printables .....	53

# Chapter 1: So You Want to Hold an Open House Event

Hi Everyone! If you're here reading this book, you're obviously a real estate agent who cares about your business and wants to do your very best. Congratulations on overcoming the first obstacle to success, which is yourself. I can't tell you how many agents I see who want to succeed but aren't willing to put the work in.

This is a business and it requires plenty of effort, but the rewards can be tremendous both in satisfaction and income. Doing your due diligence and making sure you are well informed and prepared will make anything you do a success.

If you're wondering what makes me qualified to talk about Open Houses, it's simple: I have been in the real estate trenches as an active agent and broker for 30 years, and have worn many hats along the way: sales person, managing broker, and business owner. Now, I'm the managing director of Cindy Bishop Worldwide, a real estate consulting, coaching, and education company.

Of all of the things I have done, helping agents know and grow is by far the most rewarding endeavor in my professional life. If I had only one piece of advice to give, it would be this: make everything you do so valuable that you become the standard in the industry and a well-respected resource.

As a seasoned real estate professional, I've seen all of the market ups and downs over the years, many of which you may have already experienced. Getting launched in the real estate business is hard. As I scratched my way to the top by door-knocking, marketing, listing properties, and representing buyers, I formed a unique out-of-the-box perspective. I truly discovered what works and what doesn't as I made my way along the journey.

Becoming an active real estate investor transformed an everything business into a niche market business of investments, HUD & VA owned

homes, and REO properties. This is when the volume of annual units was able to reach a 3-digit figure.

I really want agents to be successful. I'm often asked what to do for an open house or why an agent's open house failed. A couple of blog posts that I published on the subject received rave reviews, so I decided it was finally time to compile my years of valued guidance and information into one easy-to-follow guide on the subject.

Throughout this book you'll learn some new out-of-the-box ideas along with reviews of some older tried and true methods. As a bonus, in the back of this book you will find some printable tools that will be very practical and useful for you. This book should be like a workbook, so be sure to print it out and carry it for reference wherever you go.

One final word before getting into the topic at hand: if you don't have a coach, you should really consider getting one. If you don't have the financial means to get one, or if there's some other objection or roadblock standing in your way, you should at least ask producing agents in your office for help.

Coaching is important. Having an objective set of eyes on who you are, what your strengths are, and what your focus should be is important for your success. A good coach will help you be accountable as well. Many agents think that being "busy" is a sign of success, but often fail to realize the difference between busy and productive. Most agents have the ability to succeed, but they usually lack the skills to do so and spend years floundering wondering how others are making it.

Real Estate is a relationship business and its marketing has to be handled carefully to grow the business. If you're someone who doesn't do well with your own personal accountability or everything you have tried isn't working, you should consider investing in someone to help you stay on track.

Now, to the good stuff: Open Houses. What is the primary reason why Open Houses are so important? If your answer is "to get people to look at my listing or the listing I am holding open", then that's a really good answer, but not the most important answer.



Open Houses give you contact with people who are looking to buy or sell a home. They bring people to you with connections and friends that you don't know. It's all about building relationships, because in reality you never know where your business is going to come from. By simply producing a quality open house event, and following through on each and every step, you will be expanding your network, your list of connections, and most importantly—your list of clients.

As important as this piece is to your business, it's important to do it correctly. This is your branding, and your business is built on what you do and the reputation you build. Not only are you showcasing the home, but you are showcasing yourself as a real estate agent.

If people show up to find that you look frazzled and unprepared, that shows them a great deal about how you will serve them in their sale or purchase of their own home. If your presentation is professional, they will remember you as someone that will be able to take care of their needs. By being ill-prepared, you'll have little chance to impress them.

It's important to think of each and every open house as a first and lasting impression of how you present yourself as a real estate agent and the one chance for them to remember you as the **standard** of how things should be done.

The purpose of this book is to help coach you through holding an open house that is memorable for all the right reasons. It will teach you planning strategies, creative ways to grab agents' and buyers' attention, and ways to boost your attendance. If this sounds like something that you need, let's get started!